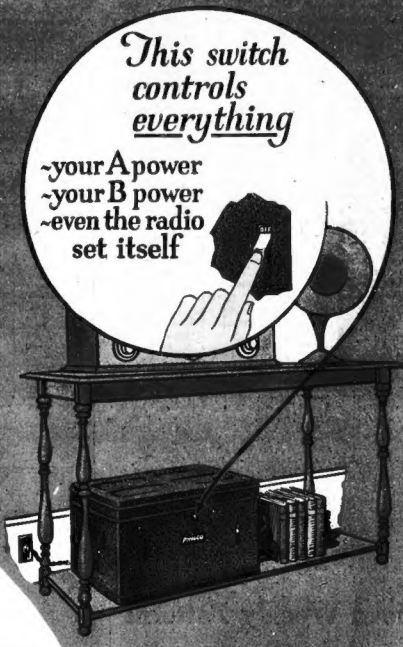
LOOK!

Run Any Radio From Your Electric Current



With the Marvelous PHILCO Radio "AB" Socket Power

Yes, you can now have radio power for your radio set as dependable and as constant as your electric current. *It makes no difference what kind or what make radio set you have,* the Philco AB Socket Power will give you both A and B Radio Power from your electric light current.

One switch controls everything. Snap it ON, and from your house current you get a strong, steady flow of A and B power. Snap it OFF, and your radio is silent.

Think of it! Here is your opportunity to do away with dry-cell battery troubles, "B" batteries and the ordinary "A" storage battery. Your electric lighting current will now operate your radio set smoothly and perfectly.

No more recharging to do; no more dry batteries to replace; *no hum; no distortion.* The Philco Radio AB Socket Power is sold by the leading Electrical, Radio and Music dealers everywhere.

Yours on Easy Payments

You can buy the Philco AB Socket Power on Easy Payment Terms from any Philco dealer in your town. You merely make a small first payment, and then you can pay the balance in easy monthly installments. The latest model—brand new—with everything contained IN ONE CABINET.

Go to your Electrical Dealer, Department Store, Electric Lighting Company, Music Dealer or Battery Service Station; tell them you read this advertisement and that you want the PHILCO Radio Socket Power. If you prefer, simply mail the coupon below to us and we will reply promptly.

Easy as Turning On Your Electric Light

No more fuss! No more bother! No more annoyance caused by recharging and replacing! Remember, you don't need to even think of installing it! That will be done by experts *without charge*. All you need to do is to snap one little switch "ON" when you want to listen in, "OFF" when you are finished.

Positively Improves Any Make of Radio Set

Philco Socket Powers will supply perfect radio power *for any make or any kind of radio set,* regardless of hook-up, circuit or whether home-built or manufactured.

Here below are listed a few of the many well-known makes of radio sets that operate and give wonderfully clear reception when connected to these famous Philco AB Socket Powers:

Atwater Kent	RCA Radiola	Victrola Radiola
Crosley	Freed-Eisemann	Brunswick-Radiola
Stromberg-Carlson	Fada	King
Eagle	Bosch	Zenith
De Forest	Music Master	Stewart-Warner
Federal	Pfanstiehl	Day Fan
Victor-Northern Electric		
Thorola	Operadio	Kellogg
Howard		

IMPORTANT! Special models of Philco AB Socket Powers are also built to exactly fit inside Victrola-Radiolas, Brunswick-Radiola, Radiola 28 and Atwater Kent-Pooley Radio cabinets.

Absolutely - No Hum - No Distortion

The Philco AB Socket Power will give you absolutely the best reception without the least hum and without the least distortion. Your radio power is always steady, smooth and uninterrupted. Your radio reception will be constant and unvarying.

Read What Mr. Griffin Says:

Gentlemen:

"During the evening of November 18, I logged 53 stations, at loud speaker volume, on a Radiola Super-Heterodyne Set, 1924 Model, equipped with Philco Socket Power AB. I credit this fine reception to my Philco Socket Power AB. Nothing compares with the wonderful way it puts the program across."

J. W. GRIFFIN,
Cedar Rapids, Ia.

The above is only one of scores of letters received by our dealers over the United States telling of the wonderful reception secured with Philco Socket Powers.

Liberal Allowance For Your Old Storage Battery

It's a fact! Any one of the many thousands of Philco dealers will make you a very liberal trade-in allowance for your old "A" storage battery on the purchase of a brand new PHILCO Radio AB Socket Power.

It makes no difference what make of "A" storage battery you now have; *it makes no difference how old or worn out it may be,* the Philco dealer will make you a liberal allowance for it on the purchase of a brand new Philco AB Socket Power. This offer is made possible by special arrangements between ourselves and our thousands of Philco dealers.

This is the Famous Philco Socket Power "AB" Everything Contained in One Cabinet

Installation on Your Radio Set FREE

No matter where you live, there is an anthorized PHILCO Dealer near you. He will deliver a brand new Philco AB Socket Power to your home on the very day and hour you desire it. He will connect it perfectly and correctly to your radio set AT NO ADDITIONAL COST TO YOU.

The Philco dealer knows exactly how to make this installation. He will guarantee your satisfaction. You can safely buy from any authorized Philco dealer anywhere.

Visit the Philco Dealer or Mail This Coupon NOW!

Mail this Coupon NOW!

That is all you need to do. Simply sign your name and address to this coupon, put it in an envelope and drop it in the mail to us. Our address—the nearest address to you—is given below, and your inquiry will get very prompt attention.

Do not delay! Mail the coupon to us just as soon as possible.

Remember this coupon is not an order. *It does not place you under the slightest obligation.* It is simply a request for free descriptive literature telling about the Philco AB Socket Power.

We will send you full details on our national offer of Easy Payments and Trade-In Allowance for your old storage battery. Mail the coupon today, and all this information will be sent, FREE.

Philadelphia Storage Battery Company
1 Brighton Ave. - Telephone, Brighton 5741
BOSTON, MASS.

Factory, General Offices and Laboratories, Ontario and C Streets, Philadelphia, Pa. Dept. 1071

Special Offer COUPON

Philadelphia Storage Battery Company
1 Brighton Ave., Boston, Mass. Dept. 1071

Gentlemen:

Please send me, WITHOUT COST, the complete illustrated literature describing the famous PHILCO AB Socket Power. I also desire the full details of your Easy-Payment Plan and Trade-In Allowance offer. It is understood that this request does not place me under the slightest obligation.

Name_____

Address_____

_____

Name of Your Radio Set_____